## ORDER

Orders Order / Rev: 726617 06402595 Alt Order #: **CROSSROADS GPS** Product Desc: **KARE** Estimate: 1344 Flight Dates: 11/02/12 - 11/05/12 Primary AE: Jim Quinn Original Date / Rev: 11/05/12 / 11/05/12 Sales Office: T-PHI Order Type: Political Sales Region: NAT Crossroads Media/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser **Crossroads GPS** Name: A35+ Demographic: New Business Thru: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

## **Account Executives**

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/05/12	49	\$212,100.00	\$180,285.00	November 2012	49	\$212,100.00	\$180,285.00	0.00
					Totals	49	\$212,100.00	\$180,285.00	0.00

**Totals** 

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	26%	\$212,100.00
Market	100%	\$815,769.23

Commentations Channel	Chara	Total
Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	28%	\$228,415.38
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	11%	\$89,734.62
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$285,519.23
WFTC	0%	\$0.00

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Order / Rev: 726617

Advertiser: Crossroads GPS

06402595 Alt Order #:

CROSSROADS GPS Product Desc:

Flight Dates:

KARE

11/02/12 - 11/05/12 Estimate: 1344

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ays	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
1	KARE	11/02/1	2 11/02/12	M-F 10-1035p KARE News 10p	СМ	KARE News	10p	- F	:30	1\$	11,000.00 P-2	0.00 NM	1	\$11,000.00
		1 NEWS		·										
10	<u>Sta</u> /eek: 10	rt Date	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week	Rate \$11,000.00	Rating 0.00							
			2 11/02/12	Tonight Show	CM	1035pm-113		- F	:30	1 5	\$2,600.00 P-2	0.00 NM	1	\$2,600.00
				Tonight Show				_			<b>*</b> -,••••			<b>v</b> =,
		HT SHOV		\M/a alislaisa	C==+= \\ \\ \\ ==  -	Data	Datina							
W	<u>31a</u> /eek: 10	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$2,600.00	Rating 0.00							
3	KARE	11/02/1	2 11/02/12	Late Night	CM	1135pm-123	35xm	- F	:30	1 5	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
	I ATFNI	GHT.IIM	IMY FALLOI	Late Night NBC										
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	eek: 10/		11/04/12	F	1	\$1,000.00	0.00							
4	KARE	11/02/1	2 11/02/12		CM	1235xm-105	ixm	- F	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
	CARSO	N DALY		Last Call w/ Cars	on Daiy									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	eek: 10/		11/04/12	F	1	\$400.00	0.00							<b>^</b>
5	KARE	11/05/1	2 11/05/12	M-F 430-5A M-F 430-5a	CM	430-5a	M		:30	1	\$125.00 P-2	0.00 NM	1	\$125.00
	KARE 1	1 SUNRI	ISE 430AM											
		rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating							
	eek: 11/		11/11/12	M M-F 630-7p	CM	\$125.00 630pm-7pm	0.00	- F	:30	1 0.	11,000.00 P-2	0.00 NIM	1	\$11,000.00
O	NAINL	11/02/1	2 11/02/12	Entertainment To		030piii-7piii		-1	.30	ιφ	11,000.00 F-2	O.OO INIVI	'	\$11,000.00
			NT TONIGH	Т	· ·									
W	<u>Sta</u> /eek: 10	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$11,000.00	Rating 0.00							
7	KARE	11/02/1	2 11/02/12		CM	9-10P		- F	:30	1 9	\$8,000.00 P-2	0.00 NM	1	\$8,000.00
	DATELI	NE		DATELINE		(9:00 PM-10:	:00 PM)							
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						İ	
W	eek: 10/		11/04/12	F		\$8,000.00	0.00							
8	KARE	11/05/1	2 11/05/12	•	CM	1P-2P	М		:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
	RACHA	EL RAY		Rachel Ray										
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	eek: 11/		11/11/12	M	1	\$600.00	0.00							
9	KARE	11/05/1	2 11/05/12	M-F 10-1035p KARE News 10p	CM	KARE News	10p M		:30	1\$	11,000.00 P-2	0.00 NM	1	\$11,000.00
	KARE 1	1 NEWS		TO THE HOMO TOP										
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
	eek: 11/		11/11/12	M M-F 10-11a	CM	\$11,000.00 10-11a	0.00 M		:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
10	IVAIL	11/03/1	2 11/03/12	M-F 10-11a	Civi	10-11a	IVI		.50	'	ψ300.001 -2	O.OO INIVI	<b>'</b>	ψ300.00
		SHOW 3												
١٨.	<u>Sta</u> /eek: 11	rt Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00							
			2 11/05/12	Tonight Show	CM	1035pm-113			:30	1 5	\$2,600.00 P-2	0.00 NM	1	\$2,600.00
				Tonight Show							, ,			, ,
		HT SHOV		<b>NA</b> / = =   =   = = = =	0	Data	Detie							
W	<u>5ta</u> /eek: 11	rt Date 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$2,600.00	Rating 0.00							
			2 11/05/12	M-F 11-1130a	CM	11-1130a			:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
	KAD= :	4 TOO	.,	KARE 11 News @	2 11a	(11:00 AM-1	1:30 AM)							
		1 TODA\ rt Date	Y End Date	Weekdays	Spots/Week	Rate	Rating							
W	eek: 11/		11/11/12	M	<u>3pois/week</u>	\$350.00	0.00							
13	KARE	11/05/1	2 11/05/12		CM	1130a-12p	М		:30	1 9	\$1,200.00 P-2	0.00 NM	1	\$1,200.00

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**KARE** 

Order / Rev: 726617

26617

Crossroads GPS

Alt Order #: 06402595

Product Desc: CROSSROADS GPS

Flight Dates: 11/02/12 - 11/05/12

1344

Advertiser:

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 1130a-12p Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 11/05/12 11/11/12 \$1,200.00 0.00 14 KARE 11/05/12 11/05/12 Late Night СМ 1135pm-1235xm M-----:30 \$1.000.00 P-2 0.00 NM \$1.000.00 Late Night NBC LATENIGHT JIMMY FALLON Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$1.000.00 0.00 15 KARE 11/05/12 11/05/12 СМ 1235xm-105xm M- - - - -:30 \$400.00 P-2 0.00 NM Last Call \$400.00 Last Call w/ Carson Daly CARSON DALY Start Date **End Date** Weekdays Spots/Week Rate Rating 11/11/12 M- - - - -0.00 Week: 11/05/12 \$400.00 16 KARE 11/05/12 11/05/12 Days of Our Lives CM 12-1p M- - - - -:30 \$800.00 P-2 0.00 NM \$800.00 Days of Our Lives DAYS OF OUR LIVES Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$800.00 0.00 2P-3P \$700.00 P-2 17 KARE 11/05/12 11/05/12 M-F 2-3p M- - - - -:30 0.00 NM CM 1 \$700.00 The Doctors THE DOCTORS Start Date **End Date** Spots/Week Weekdays Rate Rating M- - - - -Week: 11/05/12 11/11/12 \$700.00 0.00 18 KARE 11/05/12 11/05/12 M- - - - -1 \$1,600.00 P-2 M-F 3-4p CM 3-4p :30 0.00 NM \$1,600.00 M-F 3-4p DR. OZ Weekdays Start Date **End Date** Spots/Week Rate Rating 11/11/12 M- - - - -Week: 11/05/12 \$1,600.00 0.00 M- - - - -19 KARE 11/05/12 11/05/12 M-F 4-430p СМ 4-430P :30 1 \$2,000.00 P-2 0.00 NM \$2,000.00 KARE 11 4 News KARE 11 NEWS Start Date **End Date** Weekdays Spots/Week Rating Rate 11/11/12 M- - - - -0.00 Week: 11/05/12 \$2,000.00 20 KARE 11/05/12 11/05/12 M-F 430-5A CM 430-5a M- - - - -:30 \$125.00 P-2 0.00 NM \$125.00 M-F 430-5a KARE 11 SUNRISE 430AM Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 11/05/12 11/11/12 M----\$125.00 0.00 \$700.00 P-2 21 KARE 11/05/12 11/05/12 M-F 5-6a 5-6a 0.00 NM \$700.00 CM M- - - - -:30 1 KARE First Edition M-F KARE 11 SUNRISE 5AM Start Date End Date Spots/Week Rating Weekdays Rate Week: 11/05/12 11/11/12 \$700.00 0.00 22 KARE 11/05/12 11/05/12 M-F 6-7a CM 6-7a :30 1 \$4,000.00 P-2 0.00 NM \$4,000.00 M----KARE 11 Sunrise M-F KARE 11 SUNRISE 6AM Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 11/05/12 11/11/12 M- - - - -\$4,000.00 0.00 СМ 23 KARE 11/05/12 11/05/12 M-F 630-7p 1\$11,000.00 P-2 0.00 NM 630pm-7pm M- - - - -:30 \$11,000.00 **Entertainment Tonight ENTERTAINMENT TONIGHT** Weekdays Spots/Week Rating Start Date **End Date** Rate 11/11/12 0.00 Week: 11/05/12 1\$11,000.00 24 KARE 11/05/12 11/05/12 **Today Show** CM 7-9a M- - - - -:30 1 \$3,600.00 P-2 0.00 NM \$3,600.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating M----Week: 11/05/12 11/11/12 \$3,600.00 0.00 25 KARE 11/05/12 11/05/12 CM 7P-9P :30 1\$22,000.00 P-2 \$22,000.00 M- - - - -0.00 NM

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KARE

Order / Rev: 726617

Advertiser: Crossroads GPS

06402595 Alt Order #:

CROSSROADS GPS Product Desc:

Flight Dates: 11/02/12 - 11/05/12 Estimate: 1344

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Da	ays	Len Spo	ts Rate Pr	Rtg Type	Spots	Amount
			THE VOICE		(6:58 PM-9:	00 PM)						
THE V					_							
<u>St</u> Week: 11	art Date	End Date 11/11/12	Weekdays M	Spots/Week	Rate \$22,000.00	Rating 0.00						
		2 11/05/12	112	CM	9-10a			:30	1 \$1,000.00 P-2	2 0.00 NM	- 1	\$1,000.00
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	Y SHOW				<b>5</b> .	5						
<u>St</u> Week: 11	art Date	End Date 11/11/12	Weekdays M	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
-		2 11/05/12	Mon Prime	CM	9P-10P			:30	1 \$12,000.00 P-2	2 0.00 NM	<b>-</b>	\$12,000.00
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	LUTION				<b>5</b> .	5						
<u>St</u> Week: 11	art Date	End Date 11/11/12	Weekdays M	Spots/Week	Rate \$12,000.00	Rating 0.00						
			KARE News 10p		10pm-1030		S-	:30	1 \$11,000.00 P-2	2 0.00 NM	1 1	\$11,000.00
20 10 11 1	11,00,	11,00,12	KARE News 10p		100111 1000	P	_	.00	ιψι,,οσο.σσι	0.00 1414	•	Ψ11,000.00
	11 NEWS											
<u>St</u> Week: 10	art Date	End Date 11/04/12	Weekdays	Spots/Week	Rate \$11,000.00	Rating 0.00						
_			Saturday Night Li		Saturday N		S-	:30	1\$11,000.00 P-2	2 0.00 NM	1 1	\$11,000.00
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		HT LIVE										
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		11/04/12		CM	KARE 11 5		S-	:30	1 \$3,000.00 P-2	2 0.00 NM	<b>-</b>	\$3,000.00
00 10 11 1	11,00,	11,00,12	KARE 11 5 News	_	101112 110	1101101	_	.00	ι φο,σσσ.σσι Ι	2 0.00 1414	•	φο,σσσ.σσ
	11 NEWS											
<u>St</u> Week: 10	art Date	End Date 11/04/12	Weekdays S-	Spots/Week	Rate \$3,000.00	Rating 0.00						
		11/04/12		CM	KARE 11 6		S-	:30	1 \$4,500.00 P-2	2 0.00 NM	0	\$0.00
			KARE 11 6 News	_					* * *,			*****
	11 NEWS					5						
St Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week	Rate \$4,500.00	Rating 0.00						
	h Date Ra		escription		t/End Time	0.00	<u>v</u>	Veekdays	Length Rate	Rtg Type		
		2-11/04/12 S	Sat 6-630p	KAF	RE 11 6 News	3	-	Sa	:30 <del>(\$4,500.00</del>	0.00 NM	'	
	redited										_	
N32 KARE	11/03/1	2 11/03/12		CM	Sat 630-7p		S-	:30	1 \$3,400.00 P-2	2 0.00 NM	0	\$0.00
MINNE	SOTA B	DUND	MN Bound									
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10		11/04/12	S-		\$3,400.00	0.00	.,			D. T		
	h Date Ra	ange <u>D</u> 2-11/04/12 S	escription Sat 630-7n		t/End Time 630-7p		<u>v</u>	<u>Veekdays</u> Sa	:30 <del>(\$3,400.00</del>	Rtg Type	,	
	redited	2-11/04/12 0	at 050-7 p	Oat	000 7 p			<b>5a</b>	.50 (φο, 100.00	7 0.00 TVIV		
33 KARE	11/03/1	2 11/03/12	Breeders' Cup We	orld Th@M	Breeders' C	up	S-	:30	1 \$2,000.00 P-2	2 0.00 NM	1	\$2,000.00
			Breeders' Cup W			•			, ,			. ,
		P 11/03/12	M/s sladeres	0	Data	Detien						
St Week: 10	art Date 0/29/12	End Date 11/04/12	Weekdays S-	Spots/Week	\$2,000.00	Rating 0.00						
		2 11/03/12			8-10a		S-	:30	1 \$2,700.00 P-2	2 0.00 NM	1	\$2,700.00
			KARE 11 Saturda	ay					, ,			. ,
	11 NEWS			0 . 00 .	Б.	D ()						
St Week: 10	art Date	End Date 11/04/12	Weekdays S-	Spots/Week	Rate \$2,700.00	Rating 0.00						
		2 11/03/12		CM	8P-9P		S-	:30	1 \$3,000.00 P-2	2 0.00 NM	1	\$3,000.00
			ANIMAL PRACT		(8:00 PM-9:		-		. ,			,
		TICE / GO OI		O4- ///- 1	D-1:	Datin						
St Week: 10	art Date 0/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	\$3,000.00	Rating 0.00						
				· ·								

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**KARE** 

Order / Rev: 726617

720017

Advertiser: Crossroads GPS

Alt Order #: 06402595

Product Desc: CROSSROADS GPS

Flight Dates: 11/02/12 - 11/05/12

Estimate: 1344

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 36 KARE 11/03/12 11/03/12 Sat Prime СМ 9P-10P :30 \$4,200.00 P-2 0.00 NM \$4,200,00 (9:00 PM-10:00 PM) LAW & ORDER LAW & ORDER: SVU Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 Week: 10/29/12 ---S-\$4,200.00 0.00 37 KARE 11/04/12 11/04/12 1\$11.000.00 P-2 Post NFL Late News CM Post NFL Late Nev----S :30 0.00 NM \$11,000,00 Post NFL Late News (10:30 PM-11:05 PM) KARE 11 NEWS Spots/Week Rating Start Date **End Date** Weekdays Rate 11/04/12 Week: 10/29/12 1\$11,000.00 0.00 38 KARE 11/04/12 11/04/12 MN Bound MN Bound 1 \$3,500.00 P-2 CM ----S :30 0.00 NM \$3,500.00 MN Bound MINNESOTA BOUND **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S 1 \$3,500.00 0.00 39 KARE 11/04/12 11/04/12 Chris Matthews Morn 1 \$1,000.00 P-2 CM 1130A-12P :30 0.00 NM \$1,000.00 Chris Matthews Sa/Su 430a-12g(11:30 AM-12:00 PM) **CHRIS MATTHEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$1,000.00 0.00 40 KARE 11/04/12 11/04/12 Sun 5-530p KARE 11 5 News {----- S 1 \$5,100.00 P-2 CM :30 0.00 NM \$5,100.00 KARE 11 5 News Su KARE 11 NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 ----S Week: 10/29/12 \$5,100.00 0.00 41 KARE 11/04/12 11/04/12 Football Night in AmericaCM 6P-715P ----S :30 1 \$6,600.00 P-2 0.00 NM \$6,600.00 Football Night in America (6:00 PM-7:15 PM) FTBALL/AMERICA 2012 Weekdays Start Date End Date Spots/Week Rate Rating 11/04/12 \$6,600.00 Week: 10/29/12 0.00 42 KARE 11/04/12 11/04/12 NFL Regular Season Fo6M 715P-1030P ----S 1\$18,000.00 P-2 0.00 NM \$18,000.00 :30 NFL Regular Season Footba (7:15 PM-10:30 PM) NFL SNF 11/04/12 WK9 DALLAS @ ATLA End Date Weekdays Start Date Spots/Week Rating Rate 11/04/12 1\$18,000.00 0.00 Week: 10/29/12 43 KARE 11/04/12 11/04/12 SUN TDY CM 8-9a ---S :30 1 \$1,800.00 P-2 0.00 NM \$1,800.00 NBC Today Show (Su) SUNDAY TODAY Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/29/12 11/04/12 ----S \$1,800.00 0.00 44 KARE 11/04/12 11/04/12 CM \$9,000.00 P-2 Meet the Press 9-10a ----S .30 0.00 NM \$9,000.00 Meet the Press MEET THE PRESS Spots/Week Rating **End Date** Weekdays Start Date Rate Week: 10/29/12 11/04/12 \$9.000.00 0.00 N45 KARE 11/05/12 11/05/12 Late Night CM 1135pm-1235xm M-----:30 1 \$1,000.00 P-2 0.00 NM \$1,000.00 Late Night NBC Weekdays **End Date** Rating Start Date Spots/Week Rate 11/11/12 M- -Week: 11/05/12 \$1,000.00 0.00 N46 KARE 11/05/12 11/05/12 M-F 2-3p CM 2P-3P M- - - - -:30 3 \$1,000.00 P-2 0.00 NM \$3,000.00 3 The Doctors Weekdays **End Date** Rating Start Date Spots/Week Rate Week: 11/05/12 11/11/12 M- - - - -3 \$1,000.00 0.00 N47 KARE 11/04/12 11/04/12 Entertainment Tonight CM Entertainment Ton - - - - S :30 1 \$1,900.00 P-2 0.00 NM \$1,900.00 **Entertainment Tonight** End Date Spots/Week Rating Start Date Weekdays Rate \$1,900.00 Week: 10/29/12 11/04/12 0.00 11/05/12 11/05/12 Last Call CM 1235xm-105xm :30 2 \$1,000.00 P-2 0.00 NM 2 \$2,000.00 Last Call w/ Carson Daly Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 2 \$1,000.00 0.00

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Order / Rev: 726617 Advertiser: Crossroads GPS

Product Desc:

Alt Order #:

06402595

**CROSSROADS GPS** 

11/02/12 - 11/05/12 Flight Dates:

Estimate:

1344

**KARE** 

Inventory Code Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Start End Days Len Spots Amount N48 KARE 11/05/12 11/05/12 Last Call CM 1235xm-105xm M- - - - -:30 2 \$1,000.00 P-2 0.00 NM \$2,000.00

Last Call w/ Carson Daly

Totals 49 \$212,100.00